## CLAIMS

We claim:

1. An apparatus, comprising:

a gateway component that provides an identifier of a service provider to a sender of a message through employment of a user address associated with a recipient of the message.

2. The apparatus of claim 1, wherein the service provider is associated with the recipient of the message, wherein the gateway component determines the identifier of the service provider associated with the recipient of the message through employment of the user address associated with the recipient.

3. The apparatus of claim 2, wherein the gateway component determines an indication of a text-delivery network associated with the service provider, wherein the gateway component provides the indication of the text-delivery network to the sender.

4. The apparatus of claim 3, wherein the indication of the text-delivery network comprises a Universal Resource Locator (URL) associated with the text-delivery network, wherein the gateway component provides the Universal Resource Locator to the sender to allow for an initiation of the message by the sender.

5. The apparatus of claim 3, wherein the indication of the text-delivery network comprises an indication of a first web portal associated with the text-delivery network;

wherein the gateway component establishes a second web portal with the sender;

wherein the web portal allows for an initiation of the message by the sender through employment of the second web portal;

wherein the gateway component employs the indication of the first web portal to redirect the first web portal to the first web portal.

6. The apparatus of claim 1, wherein the gateway component determines an indication of a text-delivery network associated with the service provider, wherein the gateway component prompts the sender for the message;

wherein the gateway component communicates with the text-delivery network to provide for delivery of the message to the recipient.

7. The apparatus of claim 6, wherein the gateway component sends an email to the text-delivery network.

8. The apparatus of claim 6, wherein the gateway component sends a short message to the text-delivery network.

9. The apparatus of claim 6, wherein the text-delivery network comprises a cellular network, wherein the gateway component communicates with the text-delivery network through employment of a cellular networking protocol.

10. The apparatus of claim 9, wherein the cellular networking protocol comprises the American International Standards Institute-41 (ANSI-41) protocol, wherein the gateway component employs the American International Standards Institute-41 protocol to provide for delivery of the message on the cellular network.

11. The apparatus of claim 9, wherein the cellular networking protocol comprises the Global System for Mobile Communications ("GSM") Mobile Application Part ("MAP") protocol, wherein the gateway component employs the Global System for Mobile Communications Mobile Application Part protocol to provide for delivery of the message on the cellular network.

12. The apparatus of claim 6, wherein the text-delivery network comprises a landline network, wherein the gateway component communicates with the text-delivery network through employment of a landline protocol.

13. The apparatus of claim 12, wherein the landline protocol comprises the Session Initiation Protocol ("SIP"), wherein the gateway component employs the Session Initiation Protocol to provide for delivery of the message on the landline network.

14. The apparatus of claim 1, wherein the gateway component provides an internet interface that is employable by the sender of the message to provide for an initiation of the message;

wherein the gateway component employs the internet interface to receive the user address from the sender of the message.

15. The apparatus of claim 14, wherein the service provider comprises a cellular service provider associated with the recipient, wherein the gateway component provides a cellular networking interface that provides for a delivery of the message to the recipient.

16. The apparatus of claim 1, wherein a plurality of identifiers comprises the identifier, wherein a plurality of service providers comprises the service provider, wherein a plurality of user addresses comprise the user address, the apparatus further comprising:

a database component; and

a server component;

wherein the database component and the server component cooperate to provide the identifier of the service provider of the plurality of identifiers associated with the plurality of service providers to the sender of the message.

17. The apparatus of claim 16, wherein the database component obtains the plurality of service providers associated with the plurality of user addresses from a Local Exchange Routing Guide (LERG).

18. The apparatus of claim 16, wherein the database component associates the plurality of service providers with a plurality of text-delivery networks.

19. The apparatus of claim 16, wherein the server component provides an internet interface that is employable by the sender of the message to provide the user address associated with the recipient;

wherein the server component communicates with the database component to obtain the identifier of the service provider based on the user address.

20. The apparatus of claim 1, wherein the user address comprises a ported user address, wherein the gateway component obtains a Location Routing Number (LRN) associated with the ported user address;

wherein the gateway component provides the identifier of the service provider to the sender of the message through employment of the Location Routing Number.

21. A method, comprising the step of:

providing an identifier of a service provider to a sender of a message through employment of a user address associated with a recipient of the message.

22. The method of claim 21, wherein the user address comprises a ported user address, wherein the step of providing the identifier of the service provider to the sender of the message through employment of the user address associated with the recipient of the message comprises the steps of:

obtaining a Location Routing Number (LRN) associated with the ported user address; and

providing the identifier of the service provider associated with the Location Routing Number.

23. The method of claim 21, wherein the step of providing the identifier of the service provider to the sender of the message through employment the user address associated with the recipient of the message comprises the steps of:

determining a text-delivery network associated with the service provider; and

providing an indication of the text-delivery network to the sender to allow for initiation of the message by the sender.

24. An article, comprising:

one or more computer-readable signal-bearing media; and

means in the one or more media for providing an identifier associated with a service provider to a sender of a message through employment of a user address associated with a recipient of the message.

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